



A WEEKEND IN *Downtown Florence* SOUTH CAROLINA

WHY DOWNTOWN FLORENCE

Downtown Florence is excited to welcome you for your next weekend getaway! Right in the heart of the Pee Dee region of South Carolina, Downtown Florence is conveniently located within driving distance to the state's major cities, but has quickly grown into a destination of its own.

Over the past ten years, Downtown Florence has undergone a major transformation as we revitalized our historic buildings, opened one-of-a-kind small businesses, and added a variety of renowned cultural institutions and experiences.

Now, with unique shopping, diverse attractions, and over a dozen independent restaurants to choose from, along with our award-winning festivals and events, a weekend is barely enough time to enjoy everything our district has to offer. Luckily, our mild winters combined with our beautiful spring and fall months mean you can enjoy a trip to downtown any time of the year.

We can't wait to see you downtown!



WHERE TO STAY

You can stay steps away (literally) from restaurants, shopping, and more in Downtown Florence when you book your stay in either Hotel Florence or the Hyatt Place. Once you check-in, we recommend parking your car in one of the 2,500 free parking spots located in Downtown and enjoy taking in the beauty of our Historic District on foot. If you're visiting during the work week, you can also take advantage of the PDRTA's free Downtown Shuttle Bus that runs every 15-30 minutes Monday through Friday.

Hotel Florence

Hotel Florence is a Tapestry Collection by Hilton hotel that perfectly blends its historic past with modern amenities. Keep an eye out for original details such as the wooden staircase and the exposed brick in the hotel rooms and suites. The hotel also houses the popular local restaurant & bar, Victors, as well as a spa on its first floor. The hotel is located at 126 West Evans Street in Downtown Florence.



Hyatt Place Downtown

The Hyatt Place Downtown Florence offers spacious rooms and suites and is one of the few pet-friendly hotels in Florence. The hotel also has an outdoor pool and an on-site restaurant and bar for guests. We recommend enjoying a drink and taking in the view on their outdoor terrace that faces the sunset and overlooks the Historic District as well the longest view of West Evans in the city. The Hyatt Place is located at 100 E Evans Street.

DAY ONE

WHAT TO EAT We recommend starting off your visit with one of our Southern cuisine options at [Town Hall](#) or [Wholly Smokin' Downtown](#). Town Hall offers a Southern-inspired farm to table menu with locally and responsibly-raised meat and seafood options. Wholly Smokin' Downtown offers the best of barbeque along with many other traditional Southern dishes and sides. Then save room after dinner for dessert from [ChocoBella](#). Whether you're an ice cream or chocolate lover (or both), you are sure to find something to delight your sweet tooth with either a cup of their gelato or sorbet or a box of their handmade and hand-painted Belgian chocolate.

WHAT TO DO If you can, coordinate your getaway with one of our Downtown events. [Florence After Five](#) is our annual free summer concert series that brings a different band to Downtown each month from April to October and our [SC Pecan Music & Food Festival](#) has been called the "Best Fall Festival in South Carolina" by Travel + Leisure Magazine Online. If you aren't able to attend an event and like to tap into your creative side, make plans to visit either [Addie's Baby Paint + Wine Studio](#) or the [DIY Place](#) to create your own masterpiece.

WHAT TO SEE The [Florence Little Theatre](#) and the [Francis Marion University Performing Arts Center](#) are both located in Downtown and offer a variety of shows and entertainment acts throughout the year. The Florence Little Theatre is the place to go for Broadway-inspired plays and musicals, while the FMU Performing Arts Center draws in national to local performing artists and hosts the [Florence Symphony Orchestra](#).



DAY TWO

WHAT TO EAT For breakfast, head over to a local favorite, [Liljazzi's Cafe](#), or grab a cup of coffee and a pastry from [Lula's Coffee Co.](#) Then for lunch, make your way to Restaurant Row over on South Dargan Street for a choice between Thai at the [Thai House](#) or a craft beer and burger at [BirdsNest Eats + Ales](#). Grab dinner at one of the two most unique eateries in Downtown. [King Jefe](#) started out as an eclectic Taqueria, but soon grew to offer their own take on sushi as well as their signature Revival Burger. [Jazz on Dargan](#) brings New Orleans to Florence with their Southern-inspired menu, unique cocktail menu, and live jazz performances.

WHAT TO DO Downtown Florence currently has seven boutiques and shops that women and children of all ages and styles can find something special from. You can find popular couture brans at [MiLadies 182](#) or [Mosaic](#), or pick up a new accessory at [Mainstream Boutique](#) or [Glam Kouture Boutique](#). Then treat yourself to one of the spas Downtown or visit [Bubble by Bridget](#), a shop that makes safe, sustainable bath bombs and soaps. Bubble by Bridget also offers barre and aerial yoga classes, or you can cha-cha-cha over to [Aroha Afro Latin Dance](#) and dance the rest of the day away.

WHAT TO SEE During the morning hours, you'll want to make sure to visit the [City Center Farmers Market](#). Located at 200 Sanborn Street (right off West Evans St), you can browse a variety of local farmers, artisans, and food preparers underneath a red Quonset hut that was once part of an Atlantic Coastline Railway warehouse. Then in the evening, you can take in the views of Downtown as you enjoy a drink at the only rooftop bar in Florence, [The Dispensary](#).



DAY THREE

WHAT TO EAT It's been a long, and undoubtedly fun, weekend. Sleep in a little today and then head out to brunch at Victors. Victors has been a Florence favorite for nearly two decades and recently won Best Sunday Brunch in the region. Order a Magic City Morning (Florence was once known as the Magic City) with their signature Bloody Mary as you enjoy your final meal in Downtown.

WHAT TO DO Sundays are usually pretty quiet in Downtown Florence, but there are still a few things to do before you hit the road. If you have children with you and are visiting during the summer months, you can let them have fun and beat the heat in our Downtown Splash Pad. The Splash Pad features jet sprays with a column of water and is free for kids to enjoy. Then, if you haven't taken enough photos during your trip already, pay a visit to Florence's first selfie museum, 321 Selfie. 321 Selfie features ten rooms, each with a different theme, to help you capture a perfect photo

WHAT TO SEE Did you know that Downtown Florence is one of only nine communities in the state of South Carolina to be designated as a Cultural District of South Carolina? A cultural district contains a concentration of walkable and connected cultural assets, amenities, and activities, which means there is plenty of art for you to see in our Downtown. Start off by visiting the Florence County Museum, which hosts a number of free exhibits, including an exhibit of work from Florence native, William H. Johnson. Then head outside for a quick 0.4 mile loop as you follow our Public Art Trail that features ten different 2D and 3D works of art.



SEE YOU SOON!



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